



Alaska Small Business Development Center

UAA BUSINESS ENTERPRISE INSTITUTE

Community Impact Report
FY2018



Terence Mangold
Latitude 60 Marine



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**Alaska Small Business
Development Center**
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Executive Director
Jon Bittner

From Our Director

Connecting, growing, and celebrating Alaska's small businesses



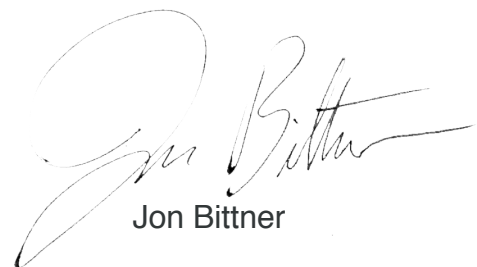
Jon Bittner
Alaska SBDC
Executive Director

This past year Alaska SBDC has been focused on changing the way we operate, allowing us to more effectively help Alaska's small businesses. On top of that we have launched new initiatives, such as the rural business program, and partnered with other organizations to create a new business advisor position in Seward. These efforts have led to our organization setting all-time records in terms of the numbers of jobs created by clients, new businesses started and new clients served. In addition to these results, the Alaska SBDC is setting records and winning national awards for our Lemonade Day Alaska program, and making an impact with our business workshops and the Vitalize Alaska conference.

In FY2019 we plan to open new centers in communities across the state. We will also deploy up to five remotely-operated rural business computer kiosks which will allow our advisors to interact with rural businesses in Alaska's remote communities. Through an international partnership with business organizations in the Lower-48 and Canada, the Alaska SBDC will develop and deploy training materials and business templates designed specifically for rural entrepreneurs and host all of the content online for anyone to use. We will also move our other workshops and informational materials online to give even more businesses on-demand access to the Alaska SBDC's vast array of tools and expertise.

I hope that you are as excited as I am about what we've helped our small business clients accomplish, and the even bigger plans we have for the future. If you, or an organization you know, would like to learn more about the Alaska SBDC, or are interested in partnering with us to advance small business development in Alaska, please feel free to reach out to me.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jon Bittner'. The signature is fluid and cursive, with a large initial 'J' and 'B'.

Jon Bittner

On the cover

Terence Mangold owns and operates Latitude 60 Marine (L60M) out of Seward, Alaska. Visit www.L60M.com

Photo credit: Andre Horton

Alaska SBDC Statewide Staff



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SBA

University of Alaska Anchorage

USDA

Wells Fargo

Evergreen

Hilcorp

Carr Foundation

Microcom

Alaska SBDC is funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

Alaska SBDC

- FY2018 Statewide -

October 2017 - September 2018

Alaska SBDC Clients

51% men
35% women

14% male/female partnerships

FY2018: Top Five Industries for New Businesses

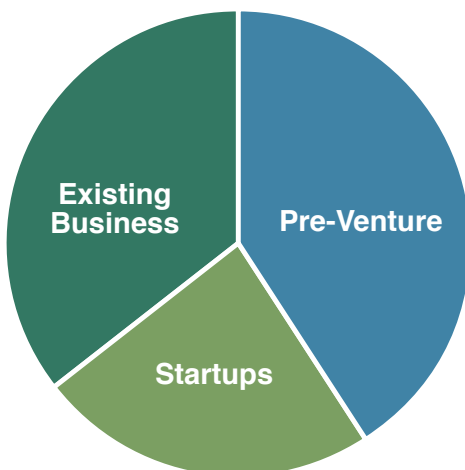
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Professional/Technical
Accommodation/Food Service
Service
Manufacturer/Producer
Healthcare

Alaska SBDC - Annual Comparison

	FY2014	FY2015	FY2016	FY2017	FY2018
New Businesses Created	65	104	145	156	146
Jobs Created	239	307	415	460	624
Total Capital	\$10,622,425	\$14,050,831	\$19,209,273	\$18,066,682	\$16,318,445
Advising Hours	3,377	5,532	6,273	6,247	7,285

FY2018 SERVICES



Alaska SBDC Clients by Business Stage

Of the 1,278 Alaska entrepreneurs who received advising assistance from the Alaska SBDC during FY2018, 523 were in the pre-venture phase, 304 were startups, and 451 were already in business.

In FY2018, the largest number of clients represented the service industry (183), while accommodation/food service businesses (164) were also strongly represented.

Number of Clients Advised

1,278

Jobs Created

624

Capital Infusion

\$16,318,445

- SBA Loans: \$5,864,174
- Non-SBA: \$4,662,879
- Non-Debt Financing: \$5,791,391

Business Starts

146

Training Events & Attendees

1,570

Alaska residents attended Alaska SBDC workshops

Prince of Wales Excursion Outfitter

How a Southeast Alaska small business was born.



By Katie Rooks

In the summer of 2016 I had just earned my master's degree in Recreation and Park Management. As a forestry technician for the U.S. Forest Service, I pursued the degree to compete for management-level jobs on Prince of Wales Island. It seemed very promising and a good career move after doing technical and professional work in the region for well over a decade. I had a number of professional certifications, experience leading crews of young seasonal employees, and I had served as the district's safety officer, winning several awards for my safety training programs. However, sometimes things don't work out as expected, and despite my original career goals I found myself at odds with the administration.

That summer I realized I needed to think of another plan for my future. When a friend from high school came for a visit, I took her around

Prince of Wales Island to some of my favorite spots. During one evening at Red Bay Lake Cabin I found myself explaining my current employment woes and confided I was toying with the idea of starting my own business. "Well, then do it, Katie," she said.

By the time I returned home I had decided: I was going to start a business.

I was terrified, but became increasingly convinced that this was the way to stay active in the discipline and location I

loved while using my degree and all the skills, knowledge and abilities I'd gained over the past 13-years working outdoors in recreation management. My partner, Harlan Buoy II, was incredibly supportive and encouraging.

That winter I asked for a layoff from the Forest Service and spent each and every day on my business plan. My Alaska SBDC advisor helped me through the process, especially the financial forecast piece - something for which I needed the most guidance.

Finally, just before the start of 2017, my plan was ready to shop to a carefully selected set of local banks

and lending entities. The first several answers were, of course, "no." My Alaska SBDC advisor told me not to get discouraged, but I was. If this didn't work, I was nowhere.

Then a lender opened a conversation with me and things started to move forward. The process was rigorous

and I got frustrated on several occasions, but I didn't give up. I filled out each and every piece of paper they asked for. At the same time I was trying to launch a website, create a brochure,

and decide where and how to spend advertising money. My business advisor was absolutely vital during this process.

At last, in June of 2017, after a year of planning and formally resigning from my Forest Service position, I was in business.

The first year I made so little money that I was very disappointed. In order to get the loan, I'd had to find another fulltime job. It wasn't a good fit, but it was a means to an end. I returned home each day tired and despondent, knowing there were things I could and should be doing for my business.

"Well, then do it, Katie," she said.



But smartphones are amazing things and during downtime I was able to put advertising feelers out, post Facebook ads, and boost my online visibility. These efforts began to pay off, and by the time spring of 2018 rolled around, I was getting booking inquiries. I also researched some new advertising venues for my boat rental and that marketing effort paid off with a huge summer-long rental. That income alone more than doubled the first year's profits. By May, I had more than doubled the number of bookings I had the year before.

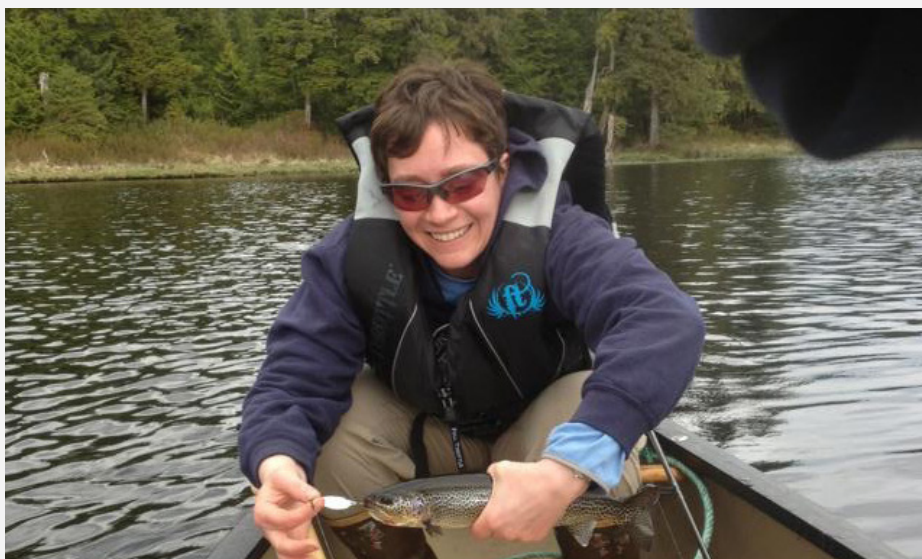
Along the way, things I thought would be big ticket items turned out to be very slow. But I was able to pivot based on new opportunities and demand. This is where creative thinking and marketing come in, skills I learned during my master's studies.

For the 2019 season, I'm working on the logistics for an eco-tourism group, and I've seen my income and bookings increase by over six times what they were during my first short season. I am also collaborating with other eco-tourism providers, lodging companies and others on Prince of Wales Island to offer new and different experiences for visitors beyond fishing and hunting.

And it's working! Due to the support of my partner Harlan, my friends, my community, and Alaska SBDC, I'm absolutely loving being self-employed, with big prospects for the future. I wouldn't have it any other way, and despite the personal anguish involved, I'm so glad things turned out the way they did a couple years ago.

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Katie Rooks owns Prince of Wales Excursion Outfitter. Learn more about her business at www.powoutfitter.com/



Katie Rooks: Six key takeaways from starting my business

1. **Ability and willingness to seek help**—The Alaska SBDC, a quality insurance agent, and the support of like-minded fellow business people all played key roles in my success.
2. **Tenacity**—If I had given up at any point along the way, none of it would have happened.
3. **Flexibility**—In order to be competitive, I had to branch out. For instance, I soon realized that in order to succeed I needed to offer a wider variety of services and experiences than simply outdoor equipment rental.
4. **Creative marketing**—To maximize my business potential I reached out to niche audiences such as women's organizations and birding groups. Not only has this been good for my business, it may soon help boost regional visibility in new areas of eco-tourism.
5. **Know your competitors...but don't view them as a negative**—several competing eco-tourism businesses have actually served as referrals, either because I offer specialized services or because they were too busy.
6. **Take risks**—Risk is a vital part of starting a business, and I have gradually learned to be more comfortable with it. While I'm still averse to incurring debt, I invested more money during year two, allowing me to boost the variety of services I can offer and increase profits.

Overcoming Alaska's economic challenges

By Don Katz, Anchorage Center Director



Hello Anchorage! My name is Don Katz. This past August, after moving from Michigan where I practiced corporate tax law for many years, I joined Alaska SBDC as the new Anchorage Center Director. I'm excited about the resources available to my new home through the Alaska SBDC, and in the coming months I look forward to getting to know the businesses that our Anchorage Center serves.

Between Alaska's ongoing statewide recession, a struggling economy still reeling from depressed oil prices, and a number of staff changes within the Alaska SBDC, it was an eventful year for our Anchorage Center. Despite these challenges, our Anchorage staff served 54 more new clients in FY2018 over FY2017, and helped Anchorage's small businesses raise over \$6.4 million in new capital - a 92% increase over the amount of capital raised last fiscal year. Additionally, Anchorage clients reported creating 263 new jobs - that's 46 more than last year and 117 more than FY2016. These trends would seem to offer a glimmer of hope in the face of Alaska's long-standing recession.

I'm pleased to share that our Anchorage Center will be instrumental in rolling out a variety of new Alaska SBDC programs and initiatives over the coming year. Our goal will be to help local clients effectively launch and grow their small businesses as we look ahead to increases in economic activity.

Remember that Alaska SBDC assists small business owners and entrepreneurs at every stage of the business lifecycle, from pre-venture and launch to growth and creating an exit strategy. In fact, our business advisors routinely assist mature operating enterprises. Having strong existing businesses is the essential building block of our local economy. New business cannot flourish or succeed in an economy without a foundation of stable enterprises. Success begets success!

If you or your organization is interested in becoming a client, partnering with us, hosting a workshop, or merely learning more about the important role that your small businesses plays in the Anchorage economy and the community at large, please contact us!

Alaska SBDC Anchorage Center Activity - Quarterly Comparison

	FY2017 Q4 Jul - Sep	FY2018 Q1 Oct - Dec	FY2018 Q2 Jan - Mar	FY2018 Q3 Apr - Jun	FY2018 Q4 Jul - Sep
New Businesses Created	20	9	20	12	16
Jobs Created	62	143	49	24	51
Loans (in dollars)	\$52,000	\$1,445,000	\$100,000	\$240,000	\$1,838,842
Total Capital (loans + equity)	\$60,000	\$2,148,500	\$821,875	\$1,122,986	\$2,362,508
New Clients	61	87	112	75	75
Total Clients	147	181	252	162	137
Total Advising Hours	463	618	1,004	464	440

*Fiscal Year: October - September

ANCHORAGE CENTER

- FY2018 AT A GLANCE -

October 2017 - September 2018

Number of Clients
Advised

516

Jobs Created

267

Capital Infusion

\$6,455,869

- SBA Loans: \$2,225,263
- Non-SBA: \$1,398,579
- Non-Debt Financing: \$2,832,026

Business Starts

57

Training Events &
Attendees

572

Anchorage residents
attended Alaska
SBDC workshops

Services

Of the 516 Anchorage area entrepreneurs who received advising assistance during FY2018, 213 were in the pre-venture phase, 127 were startups, and 176 were already in business.

Areas of advising covered a wide array of subjects, from startup assistance and how to build a business plan to marketing, financing, and accounting. Of the more than 2,500 hours spent advising Anchorage's small business owners and entrepreneurs, guidance on managing a business represented 29% of all Anchorage advising activity.

New Jobs

During FY2018, 94 Alaska SBDC clients reported the creation of 267 new jobs in the Anchorage area. The largest number of jobs fell within the service (36) and professional/technical (35) industries.

New Businesses

During FY2018, 57 Alaska SBDC clients across 15 different industries started a business. Of these, 33% fell within the professional/technical sector, showing a notable increase in this category over previous years.

Workshops & Community Outreach

In addition to hosting 94 workshops during FY2018 in a wide variety of subjects, Alaska SBDC co-hosted the first Vitalize Alaska business conference in June. Designed to connect, grow, and celebrate Alaska's small business sector, almost 300 people convened at the Anchorage Captain Cook Hotel to attend this dynamic event.

Anchorage Center - Annual Comparison

	FY2014	FY2015	FY2016	FY2017	FY2018
New Businesses Created	14	38	45	42	57
Jobs Created	59	130	138	146	263
Total Capital	\$3,119,608	\$5,700,390	\$8,095,544	\$3,361,665	\$6,455,869
Advising Hours	1,140	2,144	2,418	1,895	2,527



Anchorage

North Arrow Enterprises

specializes in engineering creative solutions to real world problems for the oil and gas exploration industry.

Visit northarrowalaska.com

"It has been a pleasure working with Brad as he has restructured his partnership and brought in new angel investors to support his growth. North Arrow is a great example of a local tech startup that has grown based on their intimate knowledge of the needs of local energy producers. I am looking forward to Brad leveraging that beachhead to become a supplier for fields outside Alaska."

-Alaska SBDC Business Advisor Lance Ahern

Salmon Hookup Truck

Removing the middle man from wild caught Alaska salmon

At the beginning of 2018, Laura Pfoff and her brother, commercial fisherman Alex Pfoff, had the idea of opening a local food truck that would offer fresh selections of the finest Alaska seafood. With this delicious plan in-hand, they connected with the Alaska SBDC to coordinate a successful business launch in time for summer.

Their Alaska SBDC business advisor was able to help the Pfoffs prioritize their efforts and offer financial direction. "Lance of the SBDC provided guidance and direction in regards to what needed priority attention," recount the Pfoffs. "[He] routinely checks in with us and has even stopped by the food truck to enjoy a bite to eat. We feel so supported!"

Working with their sister company, the Salmon Hookup, the Pfoffs catch three species of salmon; Kings (Chinook), Reds (Sockeye), and Silvers (Coho) in Cook Inlet each summer, removing the "middle man" and ensuring only the freshest salmon are used for their food truck business. With this bounty, they are able to offer a fresh and colorful menu featuring savory salmon tacos, mouthwatering Coho nachos, and flavorful Sockeye burgers. There is something for every fish-lover to enjoy.

It's been fun to watch the Pfoff's Salmon Hookup Truck launch into a successful business. "Any business advisor will tell you the only thing cooler than a great food truck is eating at one you helped nurture into existence," explained their business advisor. "Watching Laura and Alex grow their



business from a basic concept into a truck that feeds our neighbors and tourists has been almost as satisfying as enjoying her great cooking!"

You can keep up with Salmon Hook Up Truck on Instagram: @salmonhookuptruck/

Alaska SBDC Anchorage Business Advisors



Andre Horton
Anchorage Business
Advisor

Andre Horton has extensive experience as a business development strategist, startup specialist, brand architect, and entrepreneur. Born and raised in Alaska, Andre has launched several companies across a variety of market segments in Alaska, including advertising and public relations, community/political lobbying and advocacy, software & technology startups, general contracting & construction, and commercial food operation startups. In addition to his business ventures, Andre is a professional photographer and former professional alpine skier.

Andre holds a Master of Business Administration (MBA) with an emphasis in Entrepreneurship from the University of Alaska – Anchorage.



Allan Carraway
Anchorage Business
Advisor

Allan Carraway started his first business at 17-years-old and hasn't looked back since. He has accumulated over 20 years of experience in small business and retail management.

In recent years, he has turned his efforts toward helping start-ups and developing techniques to help businesses of any stage gain a leg up on their competition. Allan's specialties include retail, small format grocery, networking, marketing, and business valuation.

Allan is also a certified instructor in Profit Mastery, a two-day intensive course that helps small business owners and entrepreneurs develop the skills they need to increase profit and improve cash flow.



Anchorage

Levinology Labs, LLC

Web solutions for business

Jeff Levin, owner of Levinology Labs, is happy to report that his business continues to be strong and growing.

Launched in 2015, Levinology Labs started by providing a full range of consulting services ranging from systems administration and networking to web development.

With a culture embedded in continuous improvement, the team at Levinology Labs takes great pride in their intentional methodology and work ethic as they reflect on what works and what does not for each individual project. In 2016 Levin expanded his business by providing specialization in web development and started taking on large-scale projects with nonprofits.

This year, Levinology Labs expanded into product development. By breaking down each project for clients and prioritizing effectively, Levin and his team are able to gradually and sufficiently invest in developing products leading into 2019 and are focused on pivoting from a contract firm into a

technology development company.

As the leader of a dynamic business, Levin started working with the Alaska SBDC as Levinology Labs expanded and evolved.

“The SBDC has helped guide me in making financial decisions and shaping the direction of my company by providing insights into the funding process and considerations for overall financial strategy,” recounts Levin. His business advisor, Lance Ahern, credits Levin and his company for their hard work and leadership. “Levinology Labs has a solid reputation for delivering high-quality web applications,” he observed. “It has been a joy to work with Jeff as his vision has expanded and he has become a leader in the statewide software community.”

Levinology Labs builds tools to support business, provides business intelligence, and helps users achieve their goals. Connect with Levin and his team at levinology.com.

Crab Terror Island

Ambassadors of Inspiration

Sina Sena grew up in Dutch Harbor, Alaska. It was this tight-knit community that later served as the inspiration for Crab Terror Island, Sena's limited-edition design business.

Through her business, Sena works to cultivate community and build a place where high-achievers can share, support, and create meaningful purpose.

Sena started working with Alaska SBDC's Anchorage center to grow her business. "It took me nearly three years to finally reach out to the Alaska Small Business Development Center," recalls Sena. "In all honesty, I

don't know why I didn't before. Wish I would have. What a wealth of information and expertise there is in that office, right in our community!"

Coming from a close-knit community, Sena found the connection and resources at Alaska SBDC helpful. "It's a wonderful thing when we can come together and help each other out," she says. "That is honestly what SBDC is, a community for us entrepreneurs and business owners!"

Sena has worked hard to create a scalable business model and build a brand that radiates her values.

"Working with Sina has been a lot of fun: Crab Terror Island is as unique as it sounds," said her business advisor, Lance Ahern. "It is always exciting

to work with a new startup that has a unique but very scalable business model that is perfectly suited to growing right here in Alaska."

With the growing success of Crab Terror Island, Sena isn't slowing down. During the summer of 2018 Sena opened a brick-and-mortar boutique in Anchorage. Located at 751 E. 36th Avenue, Sena offers an ever-changing collection of merchandise in a vast array of unique designs.

Keep up with all the details and designs online at crabterrorisland.com.





Anchorage

Vertical Harvest Hydroponics

Harvesting Alaska's potential

Vertical Harvest Hydroponics (VHH) is a veteran-owned agricultural technology company headquartered in Anchorage. The company is dedicated to designing and creating growing systems that utilize hydroponics, the method of growing plants without soil by using a mineral nutrient solution in a water solvent. VHH's owners believe that by blending modern technology with traditional farming techniques, healthy and sustainable food production can be achieved for everyone.

With a mission rooted in the idea that everyone deserves to eat freshly grown food through hydroponic gardening, VHH manufactures sustainable garden and farming systems in the United States through a facility located in Spokane, Washington. VHH has commercial clients in Dutch Harbor, Dillingham, and Kotzebue as well as smaller indoor gardens at the Anchorage Museum, University of Alaska Anchorage, and several schools in the

Anchorage and North Star Borough school districts.

The owners worked with the Alaska SBDC early on to make their idea a reality. "[The Alaska] SBDC has been a great partner for us from the beginning and continues to provide valuable support to this day," the VHH team says. "Whether you need help with marketing or would like to discuss the strategic outlook of your company, SBDC has many great advisors that specialize in a variety of business realms."

Business advisor Lance Ahern commends the VHH team on their ability to overcome significant challenges. "Dan, Linda, and Cameron have survived the startup roller-coaster and been wildly successful at developing and marketing their Containerized Growing Systems, and have done a great job of sharing their success in front of national audiences."

Visit vhhydroponics.com.

A woman with glasses and a red jacket is smiling and holding a yellow and black pulseEKKO device. The jacket has "LOGIC GEOPHYSICS" and "Mamot" logos. The background is a snowy mountain landscape.

Anchorage

Logic Geophysics is a woman-owned, service-disabled veteran-owned, small business, serving the world from Anchorage, Alaska.

Visit www.logicgeophysics.com

"Lance, Carolyn, and all the staff at SBDC and PTAC have been instrumental in my business start and development. These people and resources available to help me as a new small business owner have empowered my business success, and I look forward to many more years of working with them!"

-Esther Babcock, owner of Logic Geophysics

Fairbanks economy spurred by federal government projects

By Russel Talvi, Fairbanks Center Director



Construction and development stemming from three major military projects in the region can be cited as the major economic driver in Alaska's interior, now and for several years to come, with impacts seen through both direct and indirect investment.

Eielson construction and renovation projects are estimated at \$576 million, spanning from 2017 through 2020. The Missile Field 4 (MF4) at Fort Greely was awarded at just under \$1 billion dollars, with an estimated \$300 million in infrastructure construction to be awarded in the next three years (\$30 million awarded in 2018). Finally, \$329 million has been invested in construction on the Long Range Discriminating Radar (LRDR) at Clear Air Force Station in 2017 and 2018.

There have also been increases in production level and oil prices over the past 12 months. Today's price per barrel is around \$70, an improvement over one year ago when the price of oil was sitting at \$51.58 per barrel. This increase in the price of oil has helped fill Alaska's budget deficit and encouraged development and investment by the major players, which drives smaller oilfield support companies in Fairbanks.

All of these favorable economic conditions have encouraged many future and existing small businesses to launch or expand their products and services in order to diversify their offerings. Our Fairbanks Center assisted 37 new business starts in FY2018, up one from the previous year. That's more than three new businesses a month, on average. Of the 191 distinct clients we worked with in FY2018, the most represented industry was the service sector with 37, followed by 23 clients in the accommodation/food sector. One surprise was that we also had 23 clients in the manufacturer/producer field, and 23 in retail, resulting in a three-way tie for the second most prevalent industry sector. We helped launch six new manufacturer/producer sector businesses in this past 12 months, disproving the notion that "we don't make anything in Alaska." These new manufacturing businesses are producing a variety of products including wood furniture, leather goods, kombucha, beer and meat processing/packaging.

We anticipate the current momentum to carry through the 12 months ahead as our small businesses increase their productivity to meet the demands of military spending and the resulting growth to our region.

Alaska SBDC Fairbanks Center Activity - Quarterly Comparison

	FY2017 Q4 Jul - Sep	FY2018 Q1 Oct - Dec	FY2018 Q2 Jan - Mar	FY2018 Q3 Apr - Jun	FY2018 Q4 Jul - Sep
New Businesses Created	9	9	8	11	9
Jobs Created	16	40	29	22	17
Loans (in dollars)	\$0	\$0	\$20,000	\$100,000	\$820,000
Total Capital (loans + equity)	\$127,638	\$281,500	\$198,000	\$119,500	\$843,500
New Clients	17	30	27	40	24
Total Clients	44	62	71	78	68
Total Advising Hours	155	253	253	399	219

*Fiscal Year: October - September

FAIRBANKS CENTER

- FY2018 AT A GLANCE -

October 2017 - September 2018

Number of Clients
Advised

191

Jobs Created

108

Capital Infusion

\$1,442,500

- SBA Loans: \$0
- Non-SBA: \$940,000
- Non-Debt Financing: \$1,442,500

Business Starts

37

Training Events &
Attendees

45

Fairbanks-area residents
attended Alaska SBDC
workshops

Services

Of the 191 Fairbanks-area entrepreneurs who received advising assistance during FY2018, 71 were in the pre-venture phase, 58 were startups, and 62 were already in business. Of these, almost 20% fell within the service sector (37). The accommodation/food service (23), manufacturer/producer (23), and retail (23) industries were also strongly represented.

New Jobs

During FY2018, 50 Fairbanks-area clients reported the creation of 108 new jobs in the region. The largest number of jobs were added in the retail sector (20), with accommodation/food service (13) and manufacturer/producer businesses (12) also introducing a significant number of new jobs.

New Businesses

During FY2018, Alaska SBDC clients launched 37 new businesses in the Fairbanks area. The service (7) and manufacturer/producer (6) industries reflected the largest numbers of new businesses in Fairbanks.

Workshops & Community Outreach

During FY2018, the Fairbanks center participated in a number of community business events including the Arctic Innovation Competition at UAF, Economic Development Week, Lemonade Day, SBIR Road Tour, and Startup Weekend 2018.

In addition to serving on the Fairbanks North Star Borough Economic Development Commission and the UAF/CTC Applied Business and Applied Accounting Advisory Committee, Alaska SBDC staff provided Boots to Business Entrepreneurial Tract training at Ft. Wainwright and Eielson Air Force until Business Incentive Northwest assumed the program as part of a Small Business Administration grant.

Fairbanks Center - Annual Comparison

	FY2014	FY2015	FY2016	FY2017	FY2018
New Businesses Created	6	18	27	36	37
Jobs Created	7	43	83	86	108
Total Capital	\$267,245	\$1,984,362	\$3,605,010	\$2,488,365	\$1,442,500
Advising Hours	268	1,257	1,280	1,281	1,124



Fairbanks

East Ramp Wood Fired Pizza

A new hotspot with a nostalgic twist



Alexis Fanelli
Fairbanks Business Advisor

Located next to the Fairbanks Airport tower, East Ramp Wood-fired Pizza is a hot spot for fantastic runway views, delicious handcrafted pizzas, and delightful aviation artifacts. With custom orders, freshly made dough, and a woodstone oven, it is no wonder that East Ramp has become a local favorite.

East Ramp owner Wendy Ehnert worked with Alaska SBDC Business Advisors Alexis Fanelli and Russell Talvi to turn her start-up ideas into a workable plan.

“Alexis was great at assessing my needs and level of commitment,” says Ehnert. “She shared a wealth of resources, gave me “to-do” lists to help me focus and was encouraging at every setback. I don’t think I would have opened East Ramp Wood-fired Pizza without the help of Alexis and Russ.”

With an eye on the sky and a focus on great food, Ehnert strives to ensure her restaurant is welcoming, comfortable and based on teamwork. Fanelli

recalls the passion and commitment Ehnert displayed from the beginning. “I can still remember the day when Wendy first walked into my office and it makes me smile,” she says. “Her journey to business ownership was one filled with passion, struggle, challenges, growth and ultimate success.”

Ehnert and Fanelli worked to perfect her business plan and financial model so she could secure the funding she needed to open.

“[East Ramp Wood Fired Pizza] has experienced success beyond even what we projected,” says Fanelli. “I love visiting her restaurant, watching people enjoy her European-inspired pizza creations while watching the planes come and go.”

Visit eastramppizza.com

Advanced Chiropractic

Fairbanks' premier health and wellness partner



Conveniently located along Airport Way in Fairbanks, Advanced Chiropractic is the newest clinic to open its doors. Offering unique medical and physical care through specific chiropractic plans and massage services, they are open on Saturdays and extended hours Mondays and Wednesdays in order to best serve their community.

After graduating from chiropractic school and working for a year in the field, Dr. Aaron Shoemaker connected with the Alaska SBDC in Fairbanks to start his own practice. His business advisor, Russ Talvi, helped Dr. Shoemaker create and structure his business. "Russell Talvi is very knowledgeable and experienced," he shares. "There's a lot that goes into starting a business, more than I had anticipated. Russell helped me not only start my business but also develop, implement and plan

for future growth in the Fairbanks community."

Talvi was impressed by Dr. Shoemaker's experience, research, and dedication. "When we met the first time, Aaron had already completed much of his business plan and had a good understanding of the licensing process and the business he wanted to launch," he recalls.

Advanced Chiropractic serves the Fairbanks community with compassion, offering non-invasive, drug-free treatments.

Visit advancedchiropracticfairbanks.com.

Fairbanks

Functional Medicine Clinics

Proudly serving the Fairbanks community

Proudly serving the Fairbanks community, as well as Alaskans from Juneau to Barrow, Functional Medicine Clinics has been open for over a year and continues to grow. By networking with Anchorage providers as well, they are able to provide comprehensive and holistic care plans to address the root cause of health issues in a personalized way.

Founder George Rice, MD, wanted to create a functional medicine clinic outside the traditional healthcare model. He started by working with the Alaska SBDC in Fairbanks to develop his business plan and create a strategy for launching his own medical practice.

"The guidance I received from Russ at SBDC Fairbanks was critical to the success of my business," says Dr. Rice. Since he wanted to create a new healthcare model, it required a detailed plan. "Setting up any business is difficult," he explains. "Creating a business that really has no model to build from is quite a challenge. Russ helped me create a detailed business plan which was key to securing startup funds and to building a strong foundation for the business."

From day one, Functional Medicine Clinics took off and has continued to grow. "Working with Dr. Rice of Functional Medicine Clinics was incredibly interesting to me because his business model is all about proactively promoting health and wellness, not treating illness and managing health problems," says Talvi. "This turns the large, con-

temporary medical-industrial business model on its head!"

Visit functionalmedclinics.com.



A strong finish to a busy summer season

By Cliff Cochran, Kenai Peninsula Center Director



Alaska SBDC's Kenai Peninsula Center finished the 2018 fiscal year strong, setting new records for jobs created, advising provided, and the number of business owners retained as long-term clients. With 300 advising hours, eight additional business starts, and 31 new jobs created in the Kenai Peninsula region, our center remained busy throughout the summer. And despite poor fishing this year, we are happy to report that none of our active Alaska SBDC clients expect to close their doors and many report enjoying a successful season.

In order to better serve Seward, the Alaska SBDC teamed up with the Bering Sea Fishermen's Association, the City of Seward, and the Seward Chamber of Commerce to create an Alaska SBDC Business Advisor/Blue Pipeline Incubator position for Seward. We are pleased to announce that, after an extensive recruitment (producing applicants from as far away as Dubai), Justin Sternberg has been selected for this new and exciting joint venture. Sternberg, who holds an MBA in Sustainable Management from the Presidio Graduate School in San Francisco, California, is also an entrepreneur who founded and worked with ocean technology companies, providing expertise, strategic planning, and business development. Sternberg has worked in Alaska since 1997, and recently obtained a permit for Alaska's first commercial seaweed hatchery.

Looking ahead, the Kenai Peninsula Center is anticipating big things in the next quarter and beyond. We are expecting to see results from a few loans that are currently in underwriting, one of which is a loan through the Native American Bank to renovate and restart the bowling alley in Kenai. We have worked closely with the bowling alley proprietors to get this anchor business back in the community. In addition to the bowling alley project, we are actively working with clients in nearly every part of the Kenai Peninsula, from the busiest part of Sterling Highway in Downtown Soldotna, to the remote reaches of Cooper Landing and Hope. We will continue to work hard to support a strong and growing economy on the peninsula through small business development.

Alaska SBDC Kenai Peninsula Center Activity - Quarterly Comparison

	FY2017 Q4 Jul - Sep	FY2018 Q1 Oct - Dec	FY2018 Q2 Jan - Mar	FY2018 Q3 Apr - Jun	FY2018 Q4 Jul - Sep
New Businesses Created	15	3	3	12	8
Jobs Created	35	34	5	32	31
Loans (in dollars)	\$3,415,234	\$570,000	\$390,000	\$488,400	\$1,105,275
Total Capital (loans + equity)	\$3,746,479	\$937,050	\$515,350	\$758,400	\$1,470,700
New Clients	21	30	35	30	29
Total Clients	97	81	91	85	72
Total Advising Hours	261	392	525	358	313

KENAI PENINSULA CENTER

- FY2018 AT A GLANCE -

October 2017 - September 2018

Number of Clients
Advised

225

Jobs Created

102

Capital Infusion

\$3,681,500

- SBA Loans: \$405,000
- Non-SBA: \$2,148,675
- Non-Debt Financing: \$1,127,825

Business Starts

26

Training Events
& Attendees

68

Kenai Residents
attended Alaska
SBDC workshops

Services

- Of the 225 Kenai Peninsula entrepreneurs who received advising assistance from Alaska SBDC during FY2018, 86 were in the pre-venture phase, 52 were startups, and 87 were already in business.

New Jobs

- During FY2018, 41 Kenai Peninsula clients reported the creation of 41 new jobs in the region. The largest number of jobs by far fell within the accommodation/food service industry, followed by healthcare and service industries.

New Businesses

- During FY2018, Alaska SBDC clients launched 26 new businesses. Of those, 27% fell in the accommodation/food service industry.

Workshops & Community Outreach

- At least 68 Kenai Peninsula residents attended workshops offered in both in-person and online formats. These classes covered a wide array of subjects and harnessed both in-house expertise and professional adjuncts.

Kenai Peninsula Center - Annual Comparison

	FY2014	FY2015	FY2016	FY2017	FY2018
New Businesses Created	17	19	34	35	26
Jobs Created	49	48	78	91	102
Total Capital	\$2,455,000	\$2,669,630	\$2,425,005	\$5,416,279	\$3,681,500
Advising Hours	609	878	1,106	1,249	1,575

Kenai Peninsula

Puffin Chiropractic

Helping you get results

With newly opened doors and a welcoming environment, Puffin Chiropractic is now serving the Kenai Peninsula.

Dr. Adam Hawkins and Dr. Jennifer Reed met in their doctoral program in Texas, which led them to pursue an adventure in Alaska by opening their own clinic.

Puffin Chiropractic prides itself on designing specific treatment plans that align with individual patient needs. Dr. Hawkins and Dr. Reed bring their educational backgrounds to their business, as well as clinical experience with collegiate athletes and patients with substance abuse. Combined with their active community involvement, Dr. Hawkins and Dr. Reed have success-

fully launched a well-rounded and welcoming clinic.

Dr. Hawkins and Dr. Reed worked with the Alaska SBDC in Soldotna to open their doors successfully. "Cliff was eager to meet with us, he scheduled an appointment for a face-to-face discussion on how our new small business could maximize its potential in the community," they recount. "He suggested excellent resources to network with and had ideas of how to increase our web and internet presence."

Business advisor Cliff Cochran was impressed by the doctors' determination and hard work. "Their vast knowledge and experiences, both professionally and personally, have shaped their business into one of the most robust of its kind on the Peninsula."

Visit puffinchiropractic.com.



Kenai Peninsula

Designer Interiors

Interior design in Southcentral Alaska



Designer Interiors is the Kenai Peninsula's most captivating story of a small business expanding from an entrepreneur's home to a brick and mortar storefront. Located in its newly remodeled facility at the corner of K-Beach Road and Poppy Lane, Designer Interiors provides a wide range of design services, specializing in interior design and special order furniture and accessories.

Lead designer and business owner Chanda Wahl dreamed of being an interior designer as a child. Now, with a bachelor's degree in her field and over 20 years of experience in both residential and commercial design, she is bringing valuable expertise and a creative touch to Southcentral Alaska.

In working on her business expansion, Wahl connected with the Alaska SBDC in Soldotna to decide what form of financing would be the best fit for her business.

"The Alaska SBDC was very helpful during the transition of moving my

business to a larger new storefront," recounts Wahl. "Cliff helped us brainstorm, so we could make informed decisions with our move. It's great to have someone looking out for us as we continue to grow. Business is now going very well and we are staying busy, in part from the guidance provided by the SBDC."

"I'm very impressed by Chanda's ability to turn her vision into reality," adds Alaska SBDC Business Advisor Cliff Cochran. "The result is a thriving business that's a must-see if you're building or redesigning a home."

To develop a space or remodel project that reflects your personal style, stage a home, or plan a special event, connect with Designer Interiors and take their design quiz. For more information or to schedule your design consultation, visit their website at designerinteriorsak.com.



Kenai Peninsula - Seward

New blended position provides business advising in Seward

Thanks to a partnership between the City of Seward, Seward Chamber of Commerce, Alaska SBDC and Alaska Ocean Cluster Initiative, a blended position has been created to manage the Blue Pipeline Incubator (BPI) program and serve as an advisor to local small businesses.


We are excited to welcome Justin Sternberg, who will be serving the Seward community as both BPI manager and Alaska SBDC business advisor. Sternberg is an entrepreneur with a history of working with clean energy and ocean technology companies.

Contact Justin Sternberg at justin.sternberg@aksbdc.org.

Wrangell

You Counseling provides research-backed support and counseling, both in-person and through a secure telehealth system.

Visit www.youcounseling.com

A woman with shoulder-length brown hair, wearing a light-colored long-sleeved shirt and tan pants, stands on a rocky beach. She is smiling and looking towards the left. The background shows a calm body of water and distant mountains under a cloudy sky.

"I feel so grateful for all of the help Alaska SBDC has offered me in starting my business. My Alaska SBDC business advisor has been an incredible resource, providing me with individualized support, honest business feedback, and caring encouragement. Without having any business background or training of my own, the Alaska SBDC has been instrumental in guiding me."

- Bethany Burgess, Owner of You Counseling

KETCHIKAN CENTER - FY2018 AT A GLANCE -

October 2017 - September 2018

Services

Of the 52 Ketchikan area entrepreneurs who received advising assistance during FY2018, 20 were in the pre-venture phase, 15 were startups, and 17 were already in business.

New Jobs

During FY2018, seven Alaska SBDC clients reported the creation of 12 new jobs in the Ketchikan area. Half of these jobs fell within the manufacturer/producer and service industries.

New Businesses

Four Alaska SBDC clients launched new businesses during FY2018. These new businesses fell in the accommodation/food service, real estate, service and tourism sectors.

Business Starts

4

Capital Infusion

\$10,000

• Non-Debt Financing

Number of Clients Advised

52

Jobs Created

12

Ketchikan - Annual Comparison

	FY2014	FY2015	FY2016	FY2017	FY2018
New Businesses Created	7	1	8	13	4
Jobs Created	24	4	16	33	12
Total Capital	\$679,153	\$42,454	\$286,000	\$202,000	\$10,000
Advising Hours	490	290	280	599	351

Alaska SBDC Ketchikan Center Activity - Quarterly Comparison

	FY2017 Q4 Jul - Sep	FY2018 Q1 Oct - Dec	FY2018 Q2 Jan - Mar	FY2018 Q3 Apr - Jun	FY2018 Q4 Jul - Sep
New Businesses Created	4	1	2	1	0
Jobs Created	9	5	4	3	0
Loans (in dollars)	\$0	\$0	\$0	\$0	\$0
Total Capital (loans + equity)	\$2,500	\$10,000	0	\$0	\$0
New Clients	8	12	7	3	5
Total Clients	27	27	26	16	10
Total Advising Hours	114	118	125	68	40

New businesses emerging from skilled oil industry workforce

By Julie Nolen, Southcentral Regional Director



As the termination dust creeps down the mountains and the leaves begin to disappear, Alaska SBDC's Mat-Su office closed out the FY2018 fiscal year with a lot of successes.

As the oil industry retracts, we continue to see quite a few new businesses starting from that sector's skilled job force. A lot of focus was on the construction and service industries this quarter, which represented about 30% of total clients. The areas of assistance were primarily related to financial/capital concerns and start-ups.

Earlier this summer, I was thrilled for the opportunity to meet our Small Business Administration (SBA) Program Manager, Erika Fisher, and enjoyed introducing her to some wonderful Mat-Su businesses and resource partners.

This quarter I presented "Is Your Business Achieving Optimal Performance" to the Palmer Chamber of Commerce. This presentation provided attendees with a snapshot of IBIS World, ProfitCents, and ratio scorecards - all tools that Alaska SBDC business advisors use to assist clients with determining if their businesses are operating in-line with others in their industries. It is an honor to share these tools with others in hopes of helping them see potential areas for growth and/or efficiencies.

I am eager to begin another new fiscal year with October, and encourage Mat-Su business owners to reach out for a chat to see how the Alaska SBDC might be of assistance.

Alaska SBDC Mat-Su Center Activity - Quarterly Comparison

	FY2017 Q4 Jul - Sep	FY2018 Q1 Oct - Dec	FY2018 Q2 Jan - Mar	FY2018 Q3 Apr - Jun	FY2018 Q4 Jul - Sep
New Businesses Created	8	5	2	4	6
Jobs Created	15	21	32	20	9
Loans (in dollars)	\$94,252	\$10,000	\$1,558,491	\$1,046,053	\$288,000
Total Capital (loans + equity)	\$278,252	\$755,000	\$1,838,441	\$1,148,101	\$329,000
New Clients	16	21	35	18	30
Total Clients	52	60	73	53	72
Total Advising Hours	178	157	219	148	215

MAT-SU CENTER

- FY2018 AT A GLANCE -

October 2017 - September 2018

Number of Clients
Advised

173

Jobs Created

82

Capital Infusion

\$4,070,542

- SBA Loans: \$2,791,919
- Non-SBA: \$110,625
- Non-Debt Financing: \$1,167,998

Business Starts

17

Training Events
& Attendees

226

Mat-Su Residents
attended Alaska
SBDC workshops

Services

Of the 173 Mat-Su area entrepreneurs who received advising assistance during FY2018, 68 were in the pre-venture phase, 37 were startups, and 68 were already in business. During FY2018, 740 advising hours were committed to supporting Alaska SBDC clients in the Mat-Su region, a 40% increase over the previous year.

New Jobs

During FY2018, 30 clients reported the creation of 82 new jobs in the Mat-Su area. The largest number of jobs fell within the accommodation/food service industry (30).

New Businesses

During FY2018, Alaska SBDC clients launched 17 new businesses across a number of industries, including accommodation/food service, construction, and professional/technical services.

Workshops & Community Outreach

Alaska SBDC's Mat-Su center hosted 26 training events during FY2018, and at least 226 Mat-Su area residents attended workshops, either in-person and via online delivery. These classes covered a wide array of subjects and harnessed both in-house expertise and professional adjuncts.

Mat-Su Center - Annual Comparison

	FY2014	FY2015	FY2016	FY2017	FY2018
New Businesses Created	14	19	18	18	17
Jobs Created	68	49	58	81	82
Total Capital	\$1,982,700	\$2,421,704	\$2,683,522	\$2,687,299	\$4,070,542
Advising Hours	365	474	594	528	740



Mat-Su

Delirium Beauty Lounge an eco-conscious option

Jennifer Urinko had a vision of owning and operating an eco-friendly, organic, and cruelty-free salon. To turn her dreams of entrepreneurship to reality, Urinko started working with the Alaska SBDC in Wasilla to ensure she was prepared and properly equipped for a successful launch.

Over the course of several years Urinko worked with Southcentral Regional Director Julie Nolen to ensure her business' success. "Jennifer and I started working together in September 2015, about two years before she opened her beauty lounge," recalls Nolen. "Jennifer came to the Mat-Su Center with a vision and experience but needed some assistance bringing her ideas to fruition. Over the course of the past few years, we have worked through many different aspects of the business including researching different business models, developing a business plan and creating financial projections."

Urinko's dedication and hard work

have paid off. In 2017 she opened the doors to Delirium Beauty Lounge and is now living her dream of small business ownership.

"Julie has been a great asset with helping me to create a business model that is flexible and meets my goals," says Urinko. "She has a wealth of knowledge."

Delirium is now celebrating its one year anniversary with the expansion and grand opening of a new lash extension & brow lounge.

Delirium Beauty Lounge is located at 1201 W. Nicola Avenue in Wasilla, Alaska. You can also find it on Facebook @Deliriumbeauty-lounge.



70

varieties of delicious

Mat-Su

Donut King

Home of the king's dozen

Family owned and operated, the Donut King is home to more than 70 varieties of handmade, hand-iced donuts made fresh every day. Accompanied by Kaladi Brothers coffee, certified baristas, and a full-service espresso bar and sandwich menu, Donut King has become a neighborhood favorite. And with a recent change of management, Donut King is now receiving a much-desired remodel complete with a convenient drive-thru lane.

New owner Cyndy Wahlgren and her son David Shoemaker worked with the Alaska SBDC in Mat-Su to purchase Donut King earlier this year. Faced with hurdles and a daunting loan process, they sought the assistance of Southcentral Regional Director Julie Nolen to help them navigate the challenges they faced.

"It wasn't until we met with Julie Nolen at the Small Business Development Center, that we gained

the help we needed," explain Cyndy and David. "She made sense of the very complicated details and projections for this existing business and served as a liaison between us and the bank."

Julie enjoyed working with the mother and son team. "Family business is near and dear to my heart," she says. "Cyndy is extremely creative and came up with a lot of great ideas for the business plan which she is now implementing. David is very analytical so much of his focus is on the financials and the technical side of the operations. It is a lot of fun to watch them work together and achieve their goals."

Their hard work has paid off with a beautiful and well-lit remodel underway offering delicious treats fit for any king or queen.

Visit Donut King at 490 N Main St. in Wasilla, or on Facebook @DonutKingAK.

Working together to support a vibrant small business sector

By Jennifer Adams, Juneau Center Director



The Juneau Center is focused on working with local organizations to create a vibrant small business support system.

As director of Alaska SBDC's Juneau Center, I was invited to present a "Financial Deep Dive" workshop at Spruce Root's 2018 Path to Prosperity (P2P) contest. I also provided one-on-one business advising during the P2P Boot Camp Weekend, where 12 Southeast finalists were immersed in business learning. In late September 2018, Alaska SBDC also co-hosted a pitch-practice mixer event for the 12 Path to Prosperity finalists and other local entrepreneurs.

The Juneau Center continues to collaborate with the State of Alaska Department of Commerce, Community and Economic Development, the Juneau Economic Development Council (JEDC) and Spruce Root on projects to bring more opportunities to local entrepreneurs. Initiatives, such as the quarterly entrepreneur meetup events, have met with remarkable success; one entrepreneur meetup was held in June at Amalga Distillery and more meetups are planned for the fall. Keep an eye out for Juneau Startup Weekend events coming to Juneau in November 2018.

The Juneau Center would like to thank our community partners, Northrim Bank and the Juneau Chamber of Commerce, for donating office furniture to Alaska SBDC's Juneau Center! This support from our partners helps us provide a comfortable space to our clients as we strive to offer high quality resources and support to Juneau's dynamic community of entrepreneurs and small businesses.

Alaska SBDC Juneau Center Activity - Historical Comparison

	FY2017 Q4 Jul - Sep	FY2018 Q1 Oct - Dec	FY2018 Q2 Jan - Mar	FY2018 Q3 Apr - Jun	FY2018 Q4 Jul - Sep
New Businesses Created	6	1	0	2	1
Jobs Created	14	12	11	2	2
Loans (in dollars)	\$205,000	\$0	\$55,000	\$0	\$441,992
Total Capital (loans + equity)	\$209,074	\$0	\$104,553	\$0	\$526,156
New Clients	18	13	23	12	10
Total Clients	37	30	46	21	21
Total Advising Hours	150	128	236	92	83

JUNEAU CENTER

- FY2018 AT A GLANCE -

October 2017 - September 2018



Number of Clients
Advised
88



Jobs Created
27



Capital Infusion
\$630,709

- SBA Loans: \$441,922
- Non-SBA: \$55,000
- Non-Debt Financing: \$133,717



Business Starts
4

Services

The Juneau Center provided over 538 hours of advising to 88 clients in FY2018. Of these, 16 fell within the accommodation/food service industry, 12 were manufacturers/producers, and 11 were service industry clients. Other industries included professional/technical services, agriculture, arts/entertainment, transportation/warehousing, and tourism.

New Jobs

Juneau's small businesses added 27 new jobs to the economy in FY2018. The largest number of new jobs fell within the accommodation/food service and arts/entertainment industries. We are fortunate to work with such talented entrepreneurs who add richness to our community.

New Businesses

An enterprise is considered in-business when all required licensing/permitting is acquired, it generates payroll, has acquired debt or equity capital, has incurred business expenses, and/or has created sales. During FY2018, clients reported the creation of four business starts within the accommodation/food service, arts/entertainment, healthcare, and service sectors.

Workshops & Community Outreach

Alaska SBDC's Juneau Center has become increasingly active in the community, working with a number of partner organizations to host networking opportunities and workshops such as Spruce Root's 2018 Path to Prosperity contest, a quarterly entrepreneur meet-up event, and Juneau's Startup Weekend.

Juneau Center - Annual Comparison

	FY2014	FY2015	FY2016	FY2017	FY2018
New Businesses Created	7	9	13	12	4
Jobs Created	32	33	42	23	27
Total Capital	\$2,118,720	\$1,232,292	\$2,114,192	\$3,911,074	\$630,709
Advising Hours	505	489	685	697	539



Juneau

.....

Alaska In Motion (AIM)

specializes in video production and marketing consultation services.

Visit alaskainmotion.com

"SBDC not only gave me support by providing conversations with an expert on businesses and government agencies in Juneau, but they also helped by having students at UAS take a thorough look at my website and provide solid feedback and tips."

- Beau and Tanya Sylte
Owners of Alaska in Motion

Ursa Major Training and Consulting
Bear education in Southeast Alaska



A self-proclaimed transplant to the Pacific Northwest, Teresa Whipple took her passion for all-things-wild and built a bear-awareness business designed to help visitors better evaluate risk when exploring Southeast’s wilderness areas.

Located in Juneau, Alaska, Ursa Major Training and Consulting was created out of a need to thoroughly train guides on bear behavior in a way the industry was not yet used to. Before Ursa Major, available bear safety training opportunities were not able to meet the needs of people exploring Southeast Alaska’s remote islands. Ursa Major now provides customized risk assessment and response training for staff, crew, and guides entrusted with guest safety on expeditions in bear habitats.

Ursa Major’s training emphasizes the understanding of bear behavior as the

basis for assessing the likelihood of a bear encounter and deciding how to respond when an encounter occurs. With her eight years experience in the field coupled with her direct experience working for expedition style cruise ships, Whipple has a special insight into the logistics and training needs of her clients.

Visit ursamajortc.com.

BEP Company
Serving Alaska since 1988

As a Juneau-based toner cartridge remanufacturer, recycler, and supplier since 1988, the BEP Company was established when personal printing was a new concept. Despite significant changes in technology, BEP has remained on the cutting edge of the industry for 30 years.

BEP is constantly learning new processes, new products, and best practices to remanufacture, recycle, and source print consumables. Owner Shelly Smith is proud of her company’s commitment to sustainable business practices. BEP customers enjoy cost savings and top-quality work with the benefits of local manufacturing and service.

The Alaska SBDC worked with Smith to further develop her business in a number of ways, including revamping her marketing strategy to align with new technologies. “I reached out because I needed help competing in the current market,” Smith recalls. “The current marketplace requires much technical, social and marketing strategy skills I did not use 30 years ago.”

Working with Alaska SBDC, Smith developed new skills to help forward her business. “I learned that I could develop these new skills over time and that I wouldn’t need to invest a lot of money to do so,” she says. “I also learned that even if I had outsourced, I would still have needed to learn these skills.”

Smith says BEP Company is an extension of her personal values. “Our discussions have moved beyond marketing to other business growth

strategies to include how to communicate values to my customers.”

Visit bepcompanyalaska.com.



Ramping up rural development

By Ian Grant, Director of Rural Program Development



To better serve Alaska's rural communities, the Alaska SBDC recently established a full-time position committed to creating a new rural business development program that offers a series of training tools and templates specifically for the economic and cultural realities of businesses operating in rural communities.

Thanks in part to a grant awarded by the United States Department of Agriculture (USDA), the Alaska SBDC has been ramping up its community outreach efforts

and will soon be introducing a series of fully automated business center kiosks. These kiosks will offer access to remotely delivered, one-on-one business advising as well as a spectrum of training materials and templates specially designed to address the unique business development needs of rural Alaska communities.

The rural kiosk program allows rural businesses to contact the Alaska SBDC to set up a session with an advisor. They will then sit down at the kiosk, where the advisor can handle operating all of the technology from turning the system on to starting the voice or video call and even operating the scanner and printer. This will allow a more robust and consistent presence in communities that cannot support a full-time advisor, while also addressing the digital-divide issues common to many communities in rural Alaska.

The rural center is off to an amazing start in its first year, and will continue expanding into rural communities throughout Alaska.

Rural Center Activity - Quarterly Comparison

	FY2018 Q3 Apr - Jun	FY2018 Q4 Jul - Sep
New Businesses Created	9	15
Jobs Created	28	35
Loans (in dollars)	\$376,000	\$3,415,234
Total Capital (loans + equity)	\$682,000	\$3,746,479
New Clients	28	21
Total Clients	83	97
Total Advising Hours	375.50	260.98

RURAL ALASKA - FY2018 AT A GLANCE -

April - September 2018

Number of Clients
Advised
53

Jobs Created
6

Capital Infusion
\$27,325

- SBA Loans: \$0
- Non-SBA: \$10,000
- Non-Debt Financing: \$17,325

Business Starts
1

Training Events
& Attendees
219

Rural Alaskans
attended Alaska
SBDC workshops

*Fiscal Year: October - September



Unalaska

Raven Bay Seafoods

Getting 'Kraken' in Unalaska

Raven Bay Seafoods caters to the craft of octopus processing. By working with non-target fish species for which there is no directed fishery, they are able to provide seafood options that are not typically available for the average consumer.

Dustan Dickerson connected with the Alaska SBDC in fall of 2017 to further advance his micro-seafood processing facility in Dutch Harbor.

"Our business advisor at the SBDC, Bryan Zak, was instrumental in getting us through the financial areas of our business plan," recalls Dickerson. "His knowledge of banking and contacts within the industry were invaluable."

Alaska SBDC Business Advisor Bryan Zak relished the opportunity to work with Dickerson. "As Alaska business advisors, we are able to serve unique businesses around our great state which makes our job that much more exciting on a daily basis," he says. "At the Alaska SBDC, we are proud to serve clients throughout Alaska and our clients' success is our success that continues to motivate us as we continually improve our ability to serve our clients. Raven Bay Seafoods encompasses this perfectly."

Operating as an octopus-bycatch specialty seafood small business allows Raven Bay Seafoods to further diversify the local economy while also remaining committed to community sustainability.

Visit ravenbayfish@yahoo.com.



Bryan Zak
Kenai Peninsula
Regional Director



Alaska Small Business Development Center

UAA BUSINESS ENTERPRISE INSTITUTE



Alaska Small Business Development Center

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